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Date: November 1, 2005

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:

Cohagen, et al.

Docket No.:

60655.8000

Serial No.:

10/708,580

Examiner:

Ahshik Kim

Filed:

March 12, 2004

Group Art Unit:

2876

GEOGRAPHIC AREA MULTIPLE

Confirmation No.:

Title:

SERVICE CARD SYSTEM

2579

## AMENDMENT AND REPLY

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## Dear Commissioner:

In reply to the Final Office Action mailed on October 4, 2005, of which this Reply is filed within two months, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

AXP No. 200501589 1743300.3

PAGE 2/13" RCVD AT 11/1/2005 11:18:47 AM [Eastern Standard Time] "SVR:USPTO-EFXRF-6/24" DNIS:2738300 "CSID:602 382 6070" DURATION (mm-ss):03-40

Serial No.: 10/708,580 Docket No.: 60655.8000

convenience, if that would help further prosecution of the subject application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814.

Respectfully submitted

Dated: November 1, 2005

Howard Sobelman Reg. No. 39,038

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